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1. Examiner Raquel Alvarez	USPTO - GAU 3622 Re: 09/780,995 Confirmation No.: 5881	1-571-273-8300	

Date

January 17, 2007

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100809-16225 (SCEI 18.302)

From

Brian E. Hennessey

Attorney Email Address

Brian.Hennessey@kattenlaw.com

Phone

212.940.6311

Fax

212.940.8986

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Frances DoyleIN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Inventors: Ken KUTARAGI et al.

Serial No.: 09/780,995

Filed: February 9, 2001

Title: **IN-CONTENTS ADVERTISING METHOD, IN-CONTENTS  
ADVERTISING SERVER, AND PROGRAM-  
TRANSFERRING MEDIUM FOR REALIZING IN-  
CONTENTS ADVERTISING**

Examiner: Raquel Alvarez

Art Unit: 3622

Confirmation No.: 5881

Attorney Docket No.: 100809-16225 (SCEI 18.302)

January 17, 2007

Mail Stop Amendment  
Commissioner for Patents  
P. O. Box 1450  
Alexandria, VA 22313-1450

AMENDMENT

Sir:

In response to the Office action mailed October 19, 2006, Applicant hereby requests that  
the above-referenced application be reconsidered based on the following:

- I. Amendments to the claims appear on page 2 of this paper; and
- II. Remarks begin on page 12 of this paper.